

FASHION MERCHANDISING A

Levels:	Grades 10-12
Units of Credits:	1 Semester (.5)
CIP Code:	08.0101
Prerequisites:	None

COURSE DESCRIPTION

The Fashion Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of basic fashion and business concepts: textile fibers and yarns, garment styles and parts, retail merchandise categories, designing and producing apparel, retail business fundamentals, and fashion promotion. Students taking marketing classes should have the opportunity to participate in the DECA organization (the student marketing leadership association). DECA-related activities and curricula can be used as an approved part of all marketing classes.

STANDARD **Students will understand why people choose certain clothes.** (Ch. 1)
08.0101-01

OBJECTIVES

- 08.0101-0101 Identify five reasons why people wear clothes.
- 08.0101-0102 Analyze how clothing satisfies certain physical, psychological, and social needs.
- 08.0101-0103 Compare how values, attitudes, conformity, individuality, and personality affect clothing selections.
- 08.0101-0104 Identify the social, economic, and political influences on fashion.

STANDARD **Students will understand basic fashion terminology.** (Ch. 2; Sec. 5.2 & Ch. 8 in *Fashion Marketing*)
08.0101-02

OBJECTIVES

- 08.0101-0201 Define the following terms: fashion, apparel, garment, fashion trend, silhouette, high fashion, avant-garde, fad, craze, classic, wardrobe, and accessories. (Ch. 2 in *Fashion!* & Ch. 8 in *Fashion Marketing*)
- 08.0101-0202 Define the following terms: fashion cycle, fashion movement, fashion leaders, trickle-down theory, trickle-up theory, trickle-across theory.
- 08.0101-0203 Define the following terms for clothing construction: fit, fitted garment, seams, dart, bodice, draped, tailored, composite.
- 08.0101-0204 Define the following clothing business terms: haute couture, couturier, copies, knockoffs, and ready-to-wear.

STANDARD **Students will understand basic garment styles and clothing parts.** (Ch. 3)
08.0101-03

OBJECTIVES

- 08.0101-0301 Find and identify a sample for each of the following basic dress styles: sheath, shift, Aline, tent, empire, princess, blouson, shirtwaist, coatdress, asymmetrical.
- 08.0101-0302 Identify four basic dress styles.
- 08.0101-0303 Identify four basic neckline styles.
- 08.0101-0304 Identify four basic collar styles.
- 08.0101-0305 Identify four basic jacket styles.
- 08.0101-0306 Identify four basic sleeve styles.
- 08.0101-0307 Identify four basic skirt styles.

- 08.0101-0308 Identify four basic pant styles.
08.0101-0309 Identify four basic coat styles.

STANDARD **Students will understand the development of fashion and the fashion industry.** (Ch. 4)
08.0101-04

OBJECTIVES

- 08.0101-0401 Identify three factors that contributed to the development of the apparel industry.
08.0101-0402 Identify and describe four of the major trade publications in the fashion industry.
08.0101-0403 Identify five fashion designers and their contributions to fashion from France, United States, Italy, and other areas around the world.
08.0101-0404 Identify four fashion awards.

STANDARD **Students will have a basic understanding of the textile industry.** (Ch. 5)
08.0101-05

OBJECTIVES

- 08.0101-0501 List the four main steps in the production of finished fabrics.
08.0101-0502 Identify the processes of yarn production, fabric manufacturing, and fabric finishing.
08.0101-0503 Describe how new color trends and fashion trends begin and are marketed.
08.0101-0504 Describe the future of textiles and new technology.
08.0101-0505 List three types of patterns that are available to the home sewer.

STANDARD **Students will understand the basics of how apparel is produced.** (Ch. 6; Sec. 7.2 in *Fashion Marketing*)
08.0101-06

OBJECTIVES

- 08.0101-0601 Define the following terms: CAD, CAM, CIM, contractor, costing, ford, joint venture, laser, marker, merchandising, modular production, offshore production, piecework system, Quick Response, quotas, sample, sampling, stylist, tailor system, unit production system.
08.0101-0602 Describe the factory production process.
08.0101-0603 Identify the steps in merchandise planning.
08.0101-0604 List the four seasons that are used in the production of apparel.
08.0101-0605 List four sources of inspiration in the designing process.
08.0101-0606 Compare overseas production to domestic production.
08.0101-0607 Identify the four size categories of women's clothing.

STANDARD **Students will understand basic marketing terms and principles as related to fashion.** (Ch. 2 in *Fashion Marketing* & Ch. 7 in *Fashion!*)
08.0101-07

OBJECTIVES

- 08.0101-0701 Define the following terms: marketing, marketing concept, target market, market segmentation, demographics, psychographics, geographics, behavioristics, fashion merchandising, functions of marketing, channel of distribution, marketing mix.
08.0101-0702 Identify the four P's of marketing.
08.0101-0703 Describe the four promotional activities used in fashion promotion.
08.0101-0704 Compare national brands with private brands in terms of advantages and disadvantages.
08.0101-0705 Describe the following types of retail stores: department stores, branch stores, chain stores, discount stores, specialty stores, mail-order houses, franchises, and other types of retailing.
08.0101-0706 Identify three types of non-store retailing.

STANDARD **Students will understand basic fibers and yarns.** (Ch. 8; Sec. 6.1 in *Fashion Marketing*)
08.0101-08

OBJECTIVES

- 08.0101-0801 Identify five natural fibers that are cellulosic.
- 08.0101-0802 Identify eight natural fibers that are proteins.
- 08.0101-0803 List the steps involved in the processing of either cotton, linen, wool, or silk.
- 08.0101-0804 Identify four manufactured fibers that are cellulosic.
- 08.0101-0805 Identify eight manufactured fibers that are noncellulosic.
- 08.0101-0806 List the steps involved in processing manufactured fibers.
- 08.0101-0807 Identify four types of yarns.

STANDARD **Students will understand basic fabric construction and finishes.** (Ch. 9;
08.0101-09 Sec. 6.2 in *Fashion Marketing*)

OBJECTIVES

- 08.0101-0901 List three different ways that fabrics can be made from fibers and yarns.
- 08.0101-0902 Identify the four basic types of weaves.
- 08.0101-0903 Identify the two basic types of knits.
- 08.0101-0904 Identify three other methods for constructing fabrics.
- 08.0101-0905 Define the following terms: fiber dyeing, yarn dyeing, piece dyeing, garment dyeing, printing.
- 08.0101-0906 Identify four finishes that are applied to fabrics and explain their purpose.

PERFORMANCE OBJECTIVES

- PO-01 Cut out, mount, and describe clothing worn today.
- PO-02 Demonstrate knowledge of clothing terms.
- PO-03 Identify garment styles and parts.
- PO-04 Complete a one-page summary of an article from a trade publication.
- PO-05 Create a six-color board.
- PO-06 Demonstrate knowledge of design influence and methods of production.
- PO-07 Prepare a report on a store.
- PO-08 Prepare a fabric file.
- PO-09 Demonstrate knowledge of fabric construction and finishes.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-01

Cut out, mount, and describe clothing worn today.

The student will demonstrate knowledge of how values, attitudes, individuality and personality affect clothing choice by cutting out and mounting four pictures of clothing that are worn today, and writing a short description of what the clothing might indicate. (Standard 08.0101-01)

Performance Objective PO-02

Demonstrate knowledge of clothing terms.

The student will demonstrate knowledge of fads, classics, high fashion, couture, and ready-to-wear by cutting out and mounting a picture of clothing that represents each. (Standard 08.0101-02)

Performance Objective PO-03:

Identify garment styles and parts.

The student will demonstrate knowledge of basic clothing styles by finding picture examples of four of each of the following: collars, sleeves, dresses, skirts, pants, jackets, coats.

Performance Objective PO-04

Complete a one-page summary of an article from a trade publication.

The student will demonstrate knowledge the fashion industry by locating an example of a current fashion industry trade publication, and writing a one-page summary of one of the articles in that issue. (Standard 08.0101-04)

Performance Objective PO-05

Create a six-color board.

The student will demonstrate knowledge of the textile industry by creating a six-color sample of a color board for the current fashion season, and identifying reasons or influences for each color. (Standard 08.0101-05)

Performance Objective PO-06**Demonstrate knowledge of design influence and methods of production.**

The student will demonstrate understanding of the sources of inspiration in the designing and manufacturing process of apparel by clipping pictures of two different garments from a current fashion magazine or clothing catalog and mounting them. For each clipping, the student will identify the design influence. (Standard 08.0101-06)

Performance Objective PO-07**Prepare a report on a store.**

The student will demonstrate knowledge of retail establishments by preparing a report on a store of their choice. He/she will identify the store type, store location (place), type of merchandise carried (product), branding policies, price and quality policies (price), a description of the store's target market, and promotion techniques of the store (promotion). (Standard 08.0101-07)

Performance Objective PO-08**Prepare a fabric file.**

The student will demonstrate knowledge of basic fibers and yarn by preparing a fabric file containing four natural fibers, four manufactured fibers, and four types of yarns. (Standard 08.0101-08)

Performance Objective PO-9**Demonstrate knowledge of fabric construction and finishes.**

The student will demonstrate knowledge of fabric construction and finishes by adding to his/her fabric files examples of the four basic weaves, two kinds of knits, and four finishes. (Standard 08.0101-09)

OVERVIEW OF FASHION A:**STANDARD****PERFORMANCE**

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|---|---|
| 1. Ch. 1, Why people wear certain clothes | Examples of values, attitudes, personality, etc. |
| 2. Ch. 2 and Sec. 5.2, Terminology | Examples of fads, classics, high fashion, couture, etc. |
| 3. Ch. 3, Clothing parts | Examples of clothing styles |
| 4. Ch. 4, Fashion industry | Summary of trade publication |
| 5. Ch. 5, Textile industry | Color board |
| 6. Ch. 6 and Sec 7.2, Production | Examples of inspiration and methods of production |
| 7. Ch. 7 and Ch. 2, Marketing, promotion, retailing | Retail store report |
| 8. Ch. 8, Fibers and yarns | Fabric file |
| 9. Ch. 9, Fabric construction and finishes | Add to fabric file |

REFERENCE MATERIALS

Textbooks: *Fashion!*, Mary Wolf, The Goodheart-Wilcox Company, Inc., 1998.

Fashion Marketing, McGraw Hill, Glencoe by Gigi Ekstrom and Margaret Justiss, 2006, ISBN-868295-9.

VIDEO AND GAME SOURCES:

CHAPTER 1

VIDEO: *Clothing: A Cross-Cultural Study*
Available from: Home Economics School Service

CHAPTER 2

VIDEO: *The History of Clothing: Fads, Fashion, & Classic*
Available from: Pineapple Appeal, Cambridge Educational, and Nasco

CHAPTER 3

GAME: *The Clothes Game*
Available from: Nasco

CHAPTER 4

VIDEO 1: *History of Apparel Design: 1930 to the 21st Century*
Available from: Nasco and D.E. Visuals

VIDEO 2: *Chanel, Chanel*
Available from: Home Economics School Service

VIDEO 3: *The Story of Fashion*
Available from: Insight Media

VIDEO 4: *Fashion Through the Ages*
Available from: Insight Media

VIDEO 5: *The Fashion Business*, a six-volume set that includes "Runway," "Scented Money," "Power of the Press," "Uniform and Function," "The Material World," and "Yves Saint Laurent."
Available from: The Video Catalog Company, Inc.

CHAPTER 5

VIDEO: *America's Textiles: An Industry Fights Back*
Available from: American Textile Manufacturer's Institute

CHAPTER 6

VIDEO 1: *How Clothing Is Made*
Available from: The Learning Seed, Insight Media, and D.E. Visuals

VIDEO 2: *Fabric to 501's: Levi Strauss & Company*
Available from: Home Economics Curriculum Center and D.E. Visuals

VIDEO 3: *A Field Trip to Microdynamics*
Available from: Home Economics School Service

CHAPTER 7

VIDEO: *An Introduction to Fashion Merchandising*
Available from: Home Economics School Service

CHAPTER 8

VIDEO 1: *Cotton Production*
Available from: The Home Economics Curriculum Center

- VIDEO 2:** *From Fiber to Fabric*
Available from: The American Wool Council
- VIDEO 3:** *Clothing Fibers*
Available from: The Learning Seed and D.E. Visuals
- VIDEO 4:** *Textiles*
Available from: D.E. Visuals and Cambridge Educational
- VIDEO 5:** *Fibers—Manufactured and Natural*
Available from: Meridian Educational Corp., and D.E. Visuals

CHAPTER 9

- VIDEO 1:** *Wool of the 90's*
Available from: The American Wool Council
- VIDEO 2:** *If You Think Wool*
Available from: The American Wool Council
- VIDEO 3:** *Melding Art and Science*
Available from: Collins & Aikman Corporation
- VIDEO 4:** *Understanding Fabrics*
Available from: Nasco and D.E. Visuals
- VIDEO 5:** *Understanding Fabrics*
Available from: Home Economics School Service and Meridian Education Corporation

Contact information for ordering videos and games:

American Textile Manufacturer's Institute 1801 K Street, NW, Suite 900 Washington, DC 20006 (202) 862-0500	The American Wool Council c/o American Sheep Industry Assoc. 6911 South Yosemite Street Englewood, CO 80112 (303) 771-3500 Fax: (303) 771-8200	Cambridge Educational P.O. Box 2153 Charleston, WV 25328-2153 (800) 468-4227 Fax: (800) 329-6687	Collins & Aikman Corp. 701 McCullough Drive P.O. Box 32665 Charlotte, NC 28232 (704) 547-8500
D.E. Visuals 3595 NW 83rd Avenue Sunrise, FL 33351 (800) 736-6438 Fax: (954) 741-1746	Home Economics Curriculum Center Texas Tech University P.O. Box 41161 Lubbock, TX 79409-1161 (806) 742-3029 Fax: (806) 742-3034	Home Economics School Service 10200 Jefferson Blvd., Room 891 P.O. Box 802 Culver City, CA 90232-0802 (800) 421-4246 Fax: (800) 944-5432	Insight Media 121 West 85th Street New York, NY 10024 (800) 233-9910 Fax: (212) 799-5309
The Learning Seed 330 Telser Road Lake Zurich, IL 60047 (800) 634-4941 Fax: (800) 998-0854	Meridian Educational Corp. 236 East Front Street Bloomington, IL 61701 (800) 727-5507 Fax: (309) 829-8621	Nasco 901 Janesville Avenue Fort Atkinson, WI 53538-0901 (800) 558-9595 Fax: (414) 563-8296	Pineapple Appeal P.O. Box 197 Owatonna, MN 55060 (800) 321-3041 Fax: (507) 455-2307
The Video Catalog Company, Inc. 561 Broadway New York, New York 10012 (212) 334-0340 Fax: (212) 274-1642			

